

WHY TAILGATE?

Why not? Whether it's opening day, holiday or Saturday, someone, somewhere, is carrying on the tradition that is tailgating. And to help you enjoy the Lighter Side of this revelry, here are a few quick tips from some tailgating veterans.

"Always bring an umbrella to protect yourself from the elements.
And, of course, the occasional food fight."

Rob Heimer,
Flushing, NY

"Tailgating is like Woodstock. But you keep your clothes on."

Joe Stuart
Cleveland, OH

"Change is good. That's why I always bring a metal detector."

Paul Meyer
Sierra Vista, AZ

"Hey. Tailgating happens, man."

Liz Bromberg
Chicago, IL

"A bad day of tailgating is better than a good day at work."

Ned Simonson
Oshkosh, WI

"I tailgate, therefore I am."

Descartes



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THE LIGHTER SIDE

FROM  MERIT

Official Rules—No Purchase Necessary.

1. You will automatically receive one sweepstakes entry for each of the following: (a) when you redeem one of the Merit coupons, (b) when you order the stadium blanket, (c) when a friend returns the Refer-A-Friend card. You may also request an entry form by hand-printing your name and address on a 3" x 5" piece of paper and mail it to: Merit Tailgating Sweepstakes, P.O. Box 8510, Prospect Hts., IL 60070. Only one entry form per entry form request. Requests must be received by September 30, 1992. Each entry must be mailed in a separate envelope. Photocopies, facsimiles and other reproductions not accepted. Entries via stadium blanket orders, Refer-A-Friend cards and entry forms must be postmarked by November 30, 1992 and received by December 31, 1992. To count as entries in the sweepstakes, coupons must be redeemed by November 30, 1992. By signing your name and providing us with your birthdate on the coupon, Refer-A-Friend card, stadium blanket order form and/or entry form you certify that you are a **smoker 21 years of age or older**. PHILIP MORRIS INCORPORATED does not assume any responsibility for lost, illegible, incomplete, misdirected, mutilated, postage due, late entries, redeemed coupons not submitted or submitted late by retailers, or late mail or typographical or other errors in the printing of the offer, administration of the sweepstakes or in the announcement of the prizes. All entries become the exclusive property of PHILIP MORRIS INCORPORATED and will not be returned. 2. Winners will be selected on or about May 31, 1993 in a random drawing from all complete, eligible mail-in entries, Refer-A-Friend cards, stadium blanket order forms and redeemed coupons received. Drawing will be conducted by an independent judging organization, whose decisions shall be final on all matters relating to this sweepstakes. 3. One (1) **Grand Prize** will be awarded: a 1993 Jeep Grand Cherokee Limited. Grand Prize will be delivered through a dealer near the winner's home. Estimated retail value: \$28,235.00. Twenty (20) **First Prizes**: Sony 8" Color Television (Model #KYB411). Estimated retail value: \$479.99. Two Hundred (200) **Second Prizes**: Picnic Basket. Estimated retail value: \$250.00. All prizes will be awarded. Grand and First Prize winners will be notified by certified mail. Second Prize winners will be notified by first class mail. Odds of winning will depend on the number of entries received. Limit one prize per household. 4. PHILIP MORRIS INCORPORATED will have no liability in connection with the acceptance, operation or use of the prizes awarded. PHILIP MORRIS INCORPORATED makes no express warranty, guaranty or representation of any kind concerning prizes, and disclaims any implied warranties. Prizes are non-transferable; no substitutions or cash equivalents allowed, except at the sole discretion of the Sponsor. Winners will be solely responsible for any federal, state or local taxes and licensing and registration fees. PHILIP MORRIS INCORPORATED and its affiliates reserve the right to use prize winners' names and likenesses in any promotional activities relating to this Sweepstakes without further notification, permission or compensation to the winners, except where prohibited by law. Grand and First Prize winners will be required to execute an affidavit of eligibility and liability/publicity release within 21 days of certified mail notification or prize will be forfeited and alternate winners will be selected. 5. Sweepstakes open to U.S. residents who are smokers 21 years of age or older at the time of entry. Employees of PHILIP MORRIS INCORPORATED, its affiliates, subsidiaries, distributors, advertising and promotional agencies, other agents, and their immediate families, are not eligible. Subject to all federal, state and local laws and regulations. **VOID IN MICHIGAN, MASSACHUSETTS, VIRGINIA AND WHEREVER ELSE PROHIBITED.** 6. For the names of the Grand and First Prize winners, send a stamped, self-addressed #10 envelope to: Merit Tailgating Winners List, P.O. Box 8419, Dept. TG, Prospect Hts., IL 60070 after June 15, 1993.

Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's 2 mg "tar," 0.2 mg nicotine—
Ultra Lights: Kings 5 mg "tar," 0.5 mg nicotine; 100's Soft 6 mg "tar," 0.5 mg
nicotine; 100's Box 6 mg "tar," 0.6 mg nicotine—Kings: 8 mg "tar," 0.8 mg
nicotine—100's: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

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